

McCONNELL'S

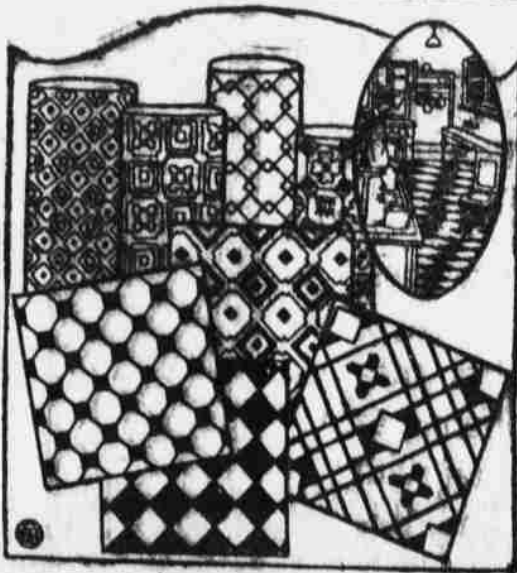
The South's Greatest Home Furnishers
Bid You Come to Their Birthday Party

Every Dept.
Has
Contributed
Its Share of
Bargains.
Let Nothing
Keep You Away
If You Want To
Save!

The First Two Days of This Sale Have Proven Memphis and Vicinity Have Confidence in McConnells tising, for the Past Two Days Have Been the Biggest

This colossal expression of our gratitude for the confidence you have placed in us and the generous assistance which you have given us for the most good. Whether an entire outfit or just a single piece is your need, you will find in our low Anniversary Sale prices

Supply Your Needs in Linoleum and Congoleum at These Anniversary Sale Prices



100 yards Congoleum Remnants—
Anniversary Sale price 29c
500 yards Congoleum, 95c value—
Anniversary Sale price, a yard 49c
1,000 yards genuine Gold Seal Congoleum;
\$1.10 value; Anniversary Sale
price 69c
500 yards genuine Cork Linoleum; \$1.40
value—while it lasts, Anniversary
Sale price 79c

Thursday, Friday and Saturday Only.

150 two-piece 9x12 Gold Seal Congoleum Art
Squares; \$18.00 value—Anniversary
Sale price \$10.75
300 slightly imperfect one-piece 9x12 Gold Seal
Congoleum Rugs; \$21.00
value—Anniversary Sale price \$11.75

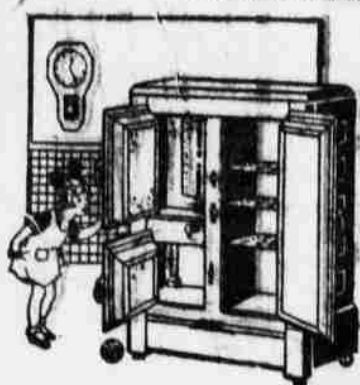
Housewives, Don't Overlook This Big Chance
to Save!

TERMS ARRANGED.

Refrigerators at 10 Per Cent Off Last Year's Prices

These Refrigerators were bought and delivered in 1935.
They are 20 per cent higher this year, which means a saving
of 30 per cent over today's prices.

FOR THIS WEEK ONLY.



\$23.50 Re-
frigerator \$21.15
\$26.50 Re-
frigerator \$23.85
\$28.50 Re-
frigerator \$25.65
\$31.50 Re-
frigerator \$28.35
\$35.50 Re-
frigerator \$31.95

Come early if you want
to save.
EASY TERMS.

Porch Furniture

Every item for making your
porch or lawn comfortable this
summer is here at real Anniversary
Sale savings. See these
values:

\$2.50 Swing—
Sale price \$2.75
\$2.50 Rocker—
Sale price \$2.75
\$4.50 Swing—
Sale price \$3.50
\$10.00 Swing—
Sale price \$6.85
\$12.50 King Reclining
Swing—Sale price \$7.98
\$15.00 King Reclining
Swing—Sale price \$9.98
\$25.00 Couch Hammock—
Sale price \$18.50
\$37.50 Couch Hammock—
Sale price \$26.75

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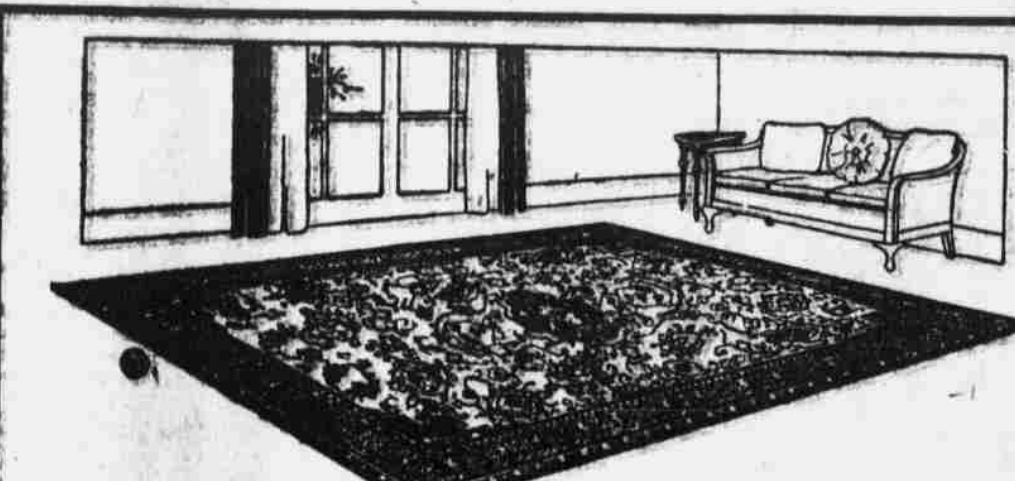
Bargains From Every Department

\$5.50 Golden Oak Rocker, Anniversary
Sale price \$2.95
\$6.50 Golden Oak Rocker, Anniversary
Sale price \$4.75
50 Padded and Golden Oak Rockers, regu-
lar \$10.00 value; Anniversary Sale price \$6.50
\$15.00 genuine leather slip seat Rocker,
Anniversary Sale price \$10.50
\$35.00 solid mahogany cane seat and cane back
Fireplace Rocker, Anniversary Sale
price \$23.50
50 Rockers, one and two of a kind, will go at
Anniversary Sale price of 20 to 35 per cent dis-
count.
More than 300 Dining Room Chairs, 1, 2, 3, 4 or
kind, no full sets. All finishes will go at one-half
price. We must have room for new stock.
10 beautiful quartered oak Sideboards, \$5.00 to
\$25.00. Sideboard, Table and Chairs priced from
\$20.00 to \$50.00 a suite. Here is where you can
furnish your dining room at small cost.
10 odd Settees—golden and fumed oak and mahogany.
No chairs to match. Anniversary
Sale price, \$5.00 to \$15.00
10 slightly damaged Dining Room Tables.
Anniversary Sale price, \$7.00 to \$20.00
Four floor sample Kitchen Cabinets will go at 10
to 15 per cent discount.
50 slightly damaged Iron and Brass Beds at al-
most your own price.
50 Bed Springs, floor samples. Startling reduc-
tions.
We mean to sell these goods—not merely to ad-
vertise them.
TERMS ARRANGED.



Anniversary Draperies Bargains

We suggest early choosing, as stock in
some lines is limited.
\$3.50 Pleated Net Curtains, ivory or ecru,
2 1/2 yards long. Sale
price \$2.29
\$3.50 Marquette Curtains with
hemstitched border. Sale price \$2.49
\$4.50 Voile Curtains, lace in-
sertion and lace edge. Sale price \$2.98
\$5.50 Voile Curtains, lace in-
sertion and lace edge. Sale price \$3.98
\$6.00 Pleated Net Curtains, ivory
or ecru. Sale price \$4.48
Big lot of Curtains, 2 and 3 pairs of a
kind, will go at big sacrifice. All colors
and designs.
400 Cretonnes. Sale price 25c
400 Cretonnes. Sale price 40c
400 Cretonnes. Sale price 50c
400 Net. Sale price 30c
400 Net. Sale price 40c
400 Sunfast Overdrapery, all col-
ors. Sale price 69c
400 Sunfast Overdrapery. Sale
price 87c
400 Sunfast Overdrapery. Sale
price 98c



To Make Our Rug Department Known To Every Woman In Memphis and Vicinity, We Offer These Startling Values For Thursday, Friday and Saturday

Our Rugs at less than today's manufacturer's cost. They were bought a long time ago.

\$10.00 6x9 Rug \$5.75
\$12.00 7x10 Rug \$7.25
\$13.00 8x10 Rug \$7.50
100 27x54 Crex Rugs. Anniversary Sale
price 98c
50 36x72 Crex Rugs. Anniversary Sale
price \$1.48
50 6x9 Crex Rugs. Anniversary Sale
price \$5.50
50 9x12 Crex Rugs. Anniversary Sale
price \$9.75

The offering below of 100 9x12 Axminster Rugs will interest merchants as well as consumers, as these prices
are lower than they can secure them from their jobber or manufacturer.

100 slightly imperfect Axminster Rugs, 9x12, \$40.00
to \$55.00 value. Anniversary Sale price \$29.85
100 9x12 to 17x20 value 9x12 Axminster
Rugs at Anniversary Sale price of \$37.75
50 Wilton and Wilton Rugs reduced 25 per cent for
this Anniversary Sale.
150 genuine Axminster Rugs, \$60.00 to \$85.00 value.
\$45.00 also, all will go at Anniversary Sale \$62.50
price of only
All the above Rugs are in beautiful patterns and are
wonderful values.
100 Brussels Rugs at Anniversary reduction of 35
per cent.
TERMS ARRANGED.



Furnish Your Living Room With These Wonderful Values, the Best the Market Affords, at Anniversary Sale Prices

No. 98—5-piece suite, Queen Anne design, uphol-
stered in blue velvet, \$150 value. Anniversary
Sale price \$98.00
No. 1151—3-piece suite, upholstered in beautiful
Damask, \$200.00 value. Anniversary Sale \$129.50
No. 1516—5-piece suite, upholstered in blue velvet,
60-inch settee; a wonderful bargain; regu-
lar \$225 value. Anniversary Sale price \$149.50
No. 162—5-piece suite, old rose, velvet covering, regu-
lar \$200.00 value; has 78-inch settee. An-
niversary Sale price \$165.00
No. 7130—3-piece suite, upholstered in blue velvet,
regular \$175.00 value. Anniversary Sale \$189.50
No. 234—3-piece overstuffed suite in brown
velvet, \$300 value. Anniversary Sale price \$198.00
Fifty Karpen Living Room Suites, in the very latest
patterns and the newest coverings, will be
offered at 10 to 15 per cent reductions for this week.
Karpen's goods are advancing daily and
this discount is to aid this department to break all sales records.
Terms Arranged

Anniversary Sale of Electric Fans

\$17.50—8-inch, 3-speed \$12.95
\$27.50—12-inch, 3-speed \$19.85
\$30.00—12-inch Oscillating \$21.50
\$42.50—18-inch Oscillating \$32.50

Buy now when prices are low and be
ready for the hot weather.
TERMS ARRANGED.



This List of Anniversary Bargains Will Convince You That This is the Greatest Sale of Home Furnishings Ever Held

Read Carefully—Don't Miss a Single
Item.
\$7.50 Boulder Lamp, silk shade \$5.75
\$10.00 Table Lamp, Sale price \$7.25
\$12.50 Table Lamp, Sale price \$9.98
\$15.00 Table Lamp, Sale price \$11.75
\$17.50 Table Lamp, Sale price \$12.88
\$30.00 Tapestry Overstuffed Rocker \$15.75
\$30.00 Tapestry Morris Chair \$16.85
\$35.00 Tapestry Overstuffed Rocker \$17.50
\$55.00 Lady's Mahogany Desk \$19.85
\$11.50 Mahogany Library Table, Anniversary Sale price \$8.75
\$22.50 Golden Oak Library Table, Anniversary Sale price \$16.75
\$27.50 Golden Oak Library Table, Anniversary Sale price \$21.75
\$25.00 Lady's Mahogany Desk \$24.00
\$42.50 Lady's Spinet \$32.00
\$12.00 Golden Oak Library Table, Anniversary Sale price \$18.00
\$25.00 Mahogany Library Table, Anniversary Sale price \$24.00
\$27.50 Mahogany Library Table, Anniversary Sale price \$27.00
\$25.00 Mahogany Library Table, Anniversary Sale price \$31.00
\$25.00 Oak Dressing Table, Anniversary Sale price \$15.00
\$30.00 Oak Dressing Table, Anniversary Sale price \$17.00
\$25.00 Royal Oak Dresser, Anniversary Sale price \$17.00
\$45.00 Solid Oak Dresser, large mirror, Anniversary Sale price \$29.00

Mattress Bargains

\$12.50 All Cotton \$9.75
\$15.50 All Cotton Mat-
tress, extra quality \$12.50
\$19.50 Felt Mattress, 48-lb roll edge \$15.50
\$25.00 All Felt Mattress, beautiful tick, 50 lbs. \$19.50
\$22.50 Felt Mattress, 50 lbs. \$24.00
\$42.50 Felt Mattress, 50 lbs. \$32.00
The quality of a Mattress is what makes it a good one in the inside as well as on the outside.
A good quality is what makes it a good one in the inside as well as on the outside.

Spring Bargains

\$4.50 Premier wire tem-
pered coil spring \$3.95
\$5.50 Coil Spring with full
tempered Premier wire \$4.75
\$17.50 Liberty Coil Spring for wood
or iron bed. The greatest
spring on the market \$12.50
\$18.50 nationally advertised fam-
ous De Luxe Coil Spring. By special
factory arrangement, 100 will be
at Anniversary Sale
price, only \$17.00
100 Square Link Wishbone Spring
mattress, \$15.00 value.
Sale price \$5.00

Divanettes—Davenport

While reading this list don't forget we are leaders in Divanettes and Davenport and have some truly wonderful values this week. Not space
list them. Come.

Rockers—Rockers

\$18.50 Jacobean Tapestry
Chair \$7.98
\$15.00 Mahogany
Rocker \$9.85
\$25.00 leather seat cane
back Chair \$11.75
\$18.50 Mahogany
Rocker \$12.75
\$17.50 genuine leather
Chair \$12.75
\$20.00 Mahogany
Velour Chair \$13.75
\$25.00 Mahogany
Velour Chair \$14.75
\$25.00 Mahogany
Rocker \$15.00
\$25.00 Mahogany
Rocker \$16.00
\$25.00 Velour seat and
back \$17.00
\$25.00 genuine leather
seat and back \$18.00
\$25.00 Mahogany
Rocker \$19.00
\$25.00 Mahogany Velour
Chair or Rocker \$23.00
\$25.00 3-piece Padded Oak
suite, genuine leather \$39.00

Read Carefully—Don't Miss a Single Item

14th
Birth-
day

McCONNELL
FURNITURE CO.
218-222 S. MAIN ST. OPEN EVERY DAY

Reed and Fiber Furniture

We can't begin to tell you
about the wonderful values
here—Chairs, Rockers, Set-
tees, Chaise Longues—ev-
erything reduced. Come
early—get wide selection.
Terms Arranged.



CEDAR CHESTS

A solid carload of Cedar Chests
bought a long time ago has just
arrived in time for this sale—
unheard of values. See them
before you buy. Prices range
from—

\$17.50 TO \$75

Terms Arranged.



CHIFFOROBES

\$27.50 Chifforobe;
sale price \$27.50
\$32.50 Chifforobe;
sale price \$32.50
\$41.50 Chifforobe, beautiful pattern;
made of solid oak; like illustration,
only with square mirror;
sale price \$41.50
\$45.00 Mahogany
Chifforobe \$45.00

Many Other Bargains—Come.
TERMS ARRANGED.

